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ABSTRACT

A survey of 1,006 individuals was undertaken in Summer 1973 to aid the Advisory Committee of the Colorado Council for Library Development in its revision of the Colorado Plan for Library Development. Of interest to the Council were the opinions, attitudes, and reported behavior of the state's citizens concerning information needs and libraries. Particular emphasis is given to the differences in responses among the state's seven regional library systems. Data contained in the report includes; (1) library usage in the state by type of library--public, secondary school and college, and special libraries, (2) evaluations of public libraries, (3) usage and potential usage of selected library services, and (4) attitudes toward libraries and their purposes. A concluding assessment of the information needs of the people of Colorado is also provided. (Author/DGC)

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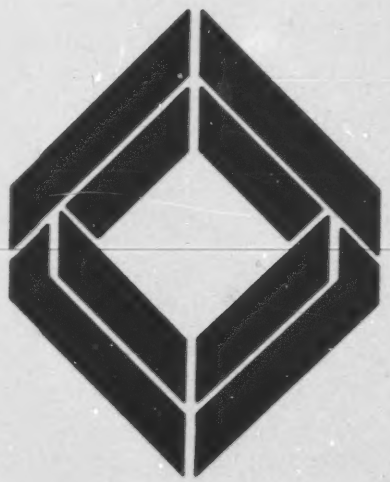
A SURVEY OF THE ATTITUDES, OPINIONS AND BEHAVIOR OF CITIZENS OF COLORADO WITH REGARD TO LIBRARY SERVICES

Volume Four

GEOGRAPHIC SUMMARY



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A SURVEY OF THE ATTITUDES, OPINIONS AND BEHAVIOR OF CITIZENS OF COLORADO WITH REGARD TO LIBRARY SERVICES

VOLUME FOUR

GEOGRAPHIC SUMMARY

Prepared For:

COLORADO STATE LIBRARY

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INTRODUCTION TO THE PROJECT

The following report, the fourth volume of a five-part series, is based on a survey designed to reflect the opinions and attitudes of the people of Colorado with regard to the libraries in the state. The overall objective of the survey was to aid the Advisory Committee of the Colorado Council for Library Development in their revision of the Colorado Plan for Library Development by providing the opinions, attitudes, and reported behavior of the citizens of the state concerning information needs and libraries. Of particular interest were the following general topics:

* The information needs of the people of Colorado
* Usage and non-usage of library services in the state
* Availability and evaluations of public libraries and particular library services, either currently existing or proposed
* General attitudes toward libraries and the purposes the people of Colorado feel libraries should have

Personally interviewed during the course of the study was a base sample of 804 Coloradans across the state, supplemented by 102 additional interviews in the area of the Western Slope regional systems and an additional 100 interviews with secondary school and college students in the state. These supplements to the base sample were conducted in order to provide larger sub-samples of students and the general population in the Western Slope areas, where a pure probability sample would yield too few respondents for reasonable analysis. Supplemental interviews are used only in the analysis of these sub-groups and are not included in the statewide totals, due to the bias that would occur.

In total, 1006 personal interviews were conducted with a cross-section of the state's population according to an area probability sample. These interviews were conducted between July 12th and August 22nd, 1973. Technical details of the sampling, questionnaire, tabulation and written reports appear in the Technical Appendix, under separate cover.

INTRODUCTION TO THE GEOGRAPHIC SUMMARY

This volume is prepared to examine the responses of the general population -- including both students and non-students -- to the survey, with particular emphasis on differences within the state of Colorado among the regional library systems. Other specialized reports examine the state as a whole, the college and secondary students and the adult non-students of the state.

The initial section of this report deals with usage of the state's libraries by Coloradans, including libraries of all types -- public, secondary school, college and university, and private or special libraries. It attempts to answer the questions concerning who uses what types of libraries and how they are used, as well as who does not use these libraries.

The second section concerns citizens' evaluations and perceptions of the nearest library which serves them. The section that follows is concerned with use or potential usefulness of various public library services.

General attitudes toward libraries -- likes, dislikes, and opinions on particular issues of interest -- are discussed in the fourth section. The final section reports the findings with regard to the types of information which Coloradans feel are useful or desirable to have available as well as usage of a library for any of their information needs on a particular topic.

Tables presented in this volume will show the responses of the public on a statewide basis -- and the reader should keep in mind the population distribution in the state, upon which these statewide figures are based. Table INTRO - 1 shows the distribution of the state's population among the current regional systems of the State Library. A majority of the state's population resides in the Central System, including mainly the Denver-Boulder metropolitan area and the few less-populated surrounding counties. Other sizable population percentages exist in the Plains and Peaks System (including the Colorado Springs metropolitan area), the Arkansas Valley System (including Pueblo and numerous southeastern counties) and the High Plains System (with Fort Collins, Greeley, and a broad area of northeastern Colorado).

The Western Slope Systems -- Three Rivers in the northwest, Pathfinder in the central west and southwest -- together represent a population approximately equal to any one of the eastern systems

with the exception of Central. Since each of these systems would yield so few interviews in a basic area probability sample, additional interviews were obtained for use in these regional analyses.

Along with the statewide data, comparable figures are presented in this report for the Central, Plains and Peaks, Arkansas Valley and High Plains regional systems. In the case of the three western slope systems -- Three Rivers, Pathfinder and Southwest -- results have been combined into a single figure for the region, which include the supplementary interviews conducted in the region for greater accuracy.

Table INTRO - 2 shows the demographics of the area samples on which this report is based -- including sex, income, occupation of household head, racial and ethnic groups, age and educational background. Some variations naturally exist from region to region in terms of income, occupation, ethnic groups, and even age and education. These figures are not intended to represent socio-economic differences throughout the state, which could be better achieved through analyses of census data. Rather, these are shown to better describe the area samples so that minor biases due to chance can be taken into account.

TABLE INTRO - 1

POPULATION AND SURVEY SAMPLING OF THE REGIONAL LIBRARY SYSTEMS DESIGNATED BY THE COLORADO STATE LIBRARY

REGIONAL SYSTEM	COLORADO POPULATION (% 1970)	NUMBER IN STATEWIDE SAMPLE	PERCENT OF STATEWIDE SAMPLE (%)	GEOGRAPHIC OVERWEIGHT	TOTAL INTERVIEWS OBTAINED
Central	56.3	452	56.2	-	452
Plains & Peaks	11.3	89	11.1	-	89
Arkansas Valley	10.4	85	10.6	-	85
High Plains	11.2	90	11.2	-	90
Three Rivers	2.9	25	3.1	36	61
Pathfinder	4.5	34	4.2	31	65
Southwest	3.4	29	3.6	35	64
	100.0	804	100.0	102	906

TABLE INTRO - 2

DEMOGRAPHIC PROFILE OF THE STATEWIDE SAMPLE

	STATEWIDE (%)	REGIONAL SYSTEM: CENTRAL (%)	PLAINS & PEAKS (%)	ARKANSAS VALLEY (%)	HIGH PLAINS (%)	WESTERN SLOPE (%)
SEX: Male	48	48	49	48	49	49
Female	52	52	51	52	51	51
	100	100	100	100	100	100
YEARLY HOUSEHOLD INCOME:						
Under $ 5,000	15	12	20	26	12	17
$ 5,000 - $11,999	41	38	50	45	38	43
$12,000 - $15,999	19	23	15	11	22	14
Over $16,000	16	19	9	10	17	10
Refused	9	8	6	8	11	16
	100	100	100	100	100	100
OCCUPATION OF HOUSEHOLD HEAD:						
Business/Professional	8	8	4	6	10	11
Sub Professional	19	20	16	13	16	22
White Collar	16	19	19	9	10	11
Blue Collar	26	25	26	27	32	28
Semi-Skilled	15	15	12	19	13	14
Unskilled	9	9	8	12	12	9
Other/Refused	7	4	15	14	7	5
	100	100	100	100	100	100
RACIAL/ETHNIC:						
White Anglo	86	87	86	75	92	89
Spanish	11	10	6	25	7	11
Black	2	2	6	-	-	-
American Indian/Other	1	1	2	-	1	-
	100	100	100	100	100	100

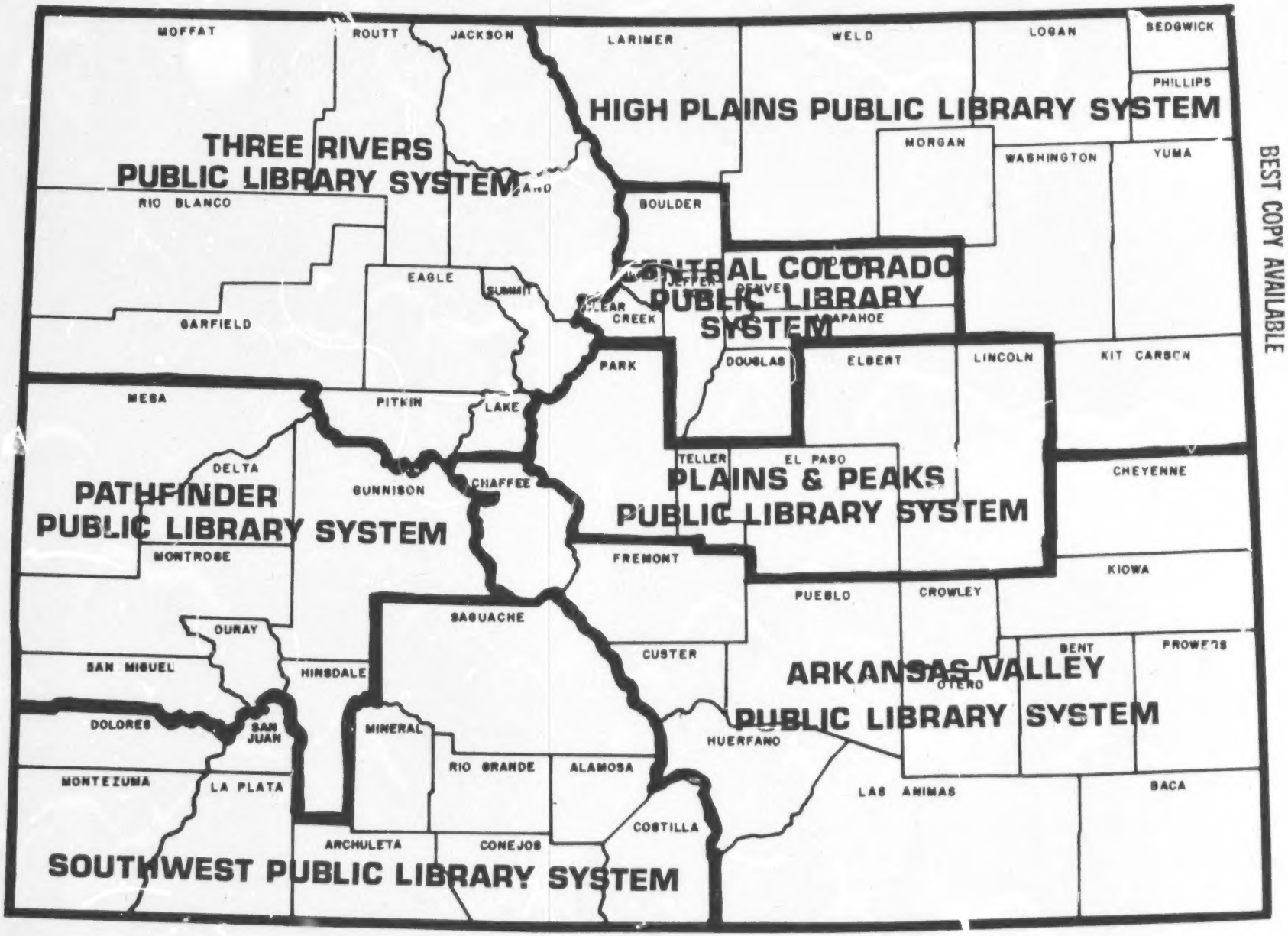
(CONTINUED NEXT PAGE)

TABLE INTRO - 2 (continued)

	STATEWIDE (%)	REGIONAL SYSTEM: CENTRAL (%)	PLAINS & PEAKS (%)	ARKANSAS VALLEY (%)	HIGH PLAINS (%)	WESTERN SLOPE (%)
AGE. 13 - 17	14	12	11	13	23	12
18 - 24	15	14	19	18	16	13
25 - 34	20	22	20	19	11	21
35 - 44	17	16	19	19	18	17
45 - 54	13	15	9	10	11	17
55 - 64	11	11	16	12	9	9
65 and up	10	10	6	9	12	11
	100	100	100	100	100	100
LAST GRADE IN SCHOOL:						
1 - 8	15	14	7	21	23	11
9 - 11	19	18	21	22	23	19
12	30	29	39	33	23	28
13 - 15	18	21	17	12	15	21
16	10	11	8	5	9	8
16 +	8	7	8	6	7	13
Refused	*	*	-	1	-	-
	100	100	100	100	100	100
CURRENT STUDENT STATUS:						
Secondary school student	14	13	13	13	22	14
College student	5	5	2	5	9	8
Adult non-student	81	82	85	82	69	78
	100	100	100	100	100	100

* LESS THAN .5%

PUBLIC LIBRARY SYSTEMS IN COLORADO



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I. LIBRARY USAGE IN THE STATE

A. Frequency of Usage of the Types of Libraries

The various types of libraries across the state can be grouped into one of four classifications, as was done in the design of this study. First, there are the public libraries, supported by public funds and providing free services to all residents of a community. Public and private secondary school libraries are another category in that their primary duty is to provide service to their students and faculty, as also do the public and private college and university libraries.

A fourth category, called special libraries include all other collections of library materials administered as a library. This category includes the private collections of corporations; federal, state and local governmental agencies; and, the libraries of organizations such as churches or clubs. Access to such collections is usually limited and such libraries are generally geared to particular topic areas.

Table I - 1 shows the frequency of usage, based on statewide results, for the four types. Although discussed in more detail in earlier volumes, these data are included here to provide a direct comparison of usage of these types.

Persons who report using a type of library at least once a year -- that is, with some regularity -- are referred to in this report as "users" of that type of library. Table I - 2 shows the proportions of the general statewide population that could be so classified, along with comparable figures for each regional system.

In the instance of public libraries, the Central (58%) and combined western slope (59%) systems have somewhat higher proportions of "users", while the proportion for High Plains (53%) is about average. The Plains and Peaks (45%) regional system, and especially the Arkansas Valley (37%) system have lower proportions of "users" of public libraries.

For usage of secondary school libraries, where usage might be expected to vary less, two regional systems have higher than average usage -- High Plains and the combined western slope regions. Higher reported usage of secondary school libraries in the High Plains regional system may be in part explained by the somewhat disproportion number of students who were included in this regional sample. This may also account for the higher than average usage of college libraries in the same system.

TABLE I - 1

OVERALL FREQUENCY OF USAGE BY TYPE OF LIBRARY
AMONG GENERAL POPULATION
(13 AND OVER)

	PUBLIC LIBRARY (%)	SECONDARY SCHOOL LIBRARIES (%)	COLLEGE LIBRARIES (%)	SPECIAL LIBRARIES (%)
USE LESS THAN ONCE A YEAR	46	83	85	88
USE: 1 - 3/YEAR	13	2	5	4
4 - 6/YEAR	12	1	2	2
MONTHLY	14	3	3	2
2 - 3/MONTH	8	3	1	1
MORE THAN 3/MONTH	7	8	4	3
	100	100	100	100

TABLE I - 2

PROPORTIONS OF GENERAL POPULATION USING EACH OF THE
FOUR TYPES OF LIBRARIES AT LEAST YEARLY,
BY REGIONAL SYSTEM

	USE PUBLIC LIBRARY (%)	USE SECONDARY SCHOOL LIBRARY (%)	USE COLLEGE LIBRARY (%)	USE SPECIAL LIBRARY (%)
STATEWIDE	54	17	15	12
REGIONAL SYSTEM:				
Central	58	14	14	12
Plains & Peaks	45	15	12	18
Arkansas Valley	37	15	8	2
High Plains	53	22	20	19
Western Slope	59	20	17	18

Usage of the college and university libraries is generally average for Central, Plains and Peaks, and the western slope systems, and especially low for the Arkansas Valley system. For special libraries, usage is also much lower in this south system.

B. Usage of Public Libraries

Table I - 3 presents the frequency of usage of public libraries reported by regional system. As noted previously, the Central and Western Slope systems have higher usage, while the people of the Arkansas Valley system are much less likely to report using a public library.

In previous volumes the relationship between public library usage and socio-economic variables of income and educational level were discussed. These variables, in part, explain the variation in usage among the systems. For example, the Central system includes population of higher than average educational and economic levels, and thus somewhat higher than average public library usage could be anticipated. The Arkansas Valley system, by contrast, includes a population somewhat lower in educational level and income, and public library usage is also lower. Public library usage in the Plains and Peaks system, with educational levels comparable to the Central system but lower-than-average income levels, falls in between these two extremes.

TABLE I - 3

FREQUENCY OF PUBLIC LIBRARY USAGE AMONG THE GENERAL POPULATION: BY REGIONAL SYSTEM

	STATEWIDE (%)	CENTRAL (%)	PLAINS & PEAKS (%)	ARKANSAS VALLEY (%)	HIGH PLAINS (%)	WESTERN SLOPE (%)
PUBLIC LIBRARY:						
Use less than once a year	46	42	55	63	47	41
Use: 1 - 3/year	13	15	6	14	11	15
4 - 6/year	12	13	10	8	11	12
Monthly	14	16	15	5	12	15
2 - 3/month	8	8	10	4	9	10
More than 3/month	7	6	4	6	10	7
	100	100	100	100	100	100

Particular types of services used and judgements on the local public library are discussed in the section that follows. Of concern at this point are the proportions who use the public library less than yearly, and their reasons for non-usage. Table I - 4 shows the proportions of non-users -- for the state and for the regional systems -- who agreed with each of the projected reasons for non-use of the public library.

On the primary reasons revolving around lack of salience -- not thinking of using a public library or being too "busy" -- agreement is reasonably constant throughout the state. This statewide consistency is also true for the factor of lack of orientation to print media. Other more specific reasons vary a good deal more from region to region.

Preference for purchase of materials is highest in the Central system and lowest for the western slope systems. Given the essentially comparable economic levels of the two regions, the difference may be due to simple availability of materials for purchase.

Use of another library (other than a public library) is most common in the High Plains regional system, and the usage figures given in Table I - 2 would agree. Again, this High Plains sample contained a higher than normal proportion of students who would presumably have access to other libraries.

Distance from the library as a reason for non-usage is given more frequently by the people of the Plains and Peaks system and, to a lesser degree, by Central system residents. Further discussion of this point is included in Section II of this report.

Not using the public library due to physical condition is cited approximately evenly across all systems, but with few of the Plains and Peaks sample expressing such difficulty. Both hours and staff come low on the list of reasons for not using public libraries, but mention of these is more common in the Arkansas Valley sample.

Among these reasons for non-use begin to emerge some patterns which will be seen in later data. The lack of salience of public library services and simply not reading are primary reasons for non-use. Beyond these overriding factors there are other, less universal reasons for non-use that pertain more to particular systems.

TABLE I - 4

AGREEMENT WITH PROJECTED REASONS FOR NON-USERS OF PUBLIC LIBRARY (WHO USE LESS THAN ONCE A YEAR) BY REGIONAL SYSTEM

	STATEWIDE (%)	CENTRAL (%)	PLAINS & PEAKS (%)	ARKANSAS VALLEY (%)	HIGH PLAINS (%)	WESTERN SLOPE (%)
I don't ever think of going to the library	53	54	51	51	60	47
I do very little reading .	51	52	47	54	50	44
I'm usually to busy to use a library	50	52	41	52	45	50
I'd rather buy materials than borrow them	45	52	39	44	36	31
There isn't much at a library that I need or want	36	40	29	40	17	44
I just don't like using a library due to all the problems like finding things, bringing them back, and paying fines	24	31	12	22	19	13
I use a library other than the public library	20	16	22	21	43	21
The library is just too far away for me to use	18	20	27	9	5	14
Transportation to the library is a problem for me	15	16	16	19	2	10
Due to my physical condition it is difficult for me to use a library	8	9	2	11	7	10
The hours the library are open are not convenient for me	6	6	2	11	7	5
The people at the library are not helpful	1	1	-	6	-	1

In the Central system, preference for purchase, the library procedure and distance are mentioned. For the Plains and Peaks system, few problems are voiced, with the exception of distance. Residents of the Arkansas Valley system, on the other hand, mention hours and staff, and to some degree a problem in actual transportation rather than distance. Due to the generally lower socio-economic level of the region, such comments might be expected, along with the higher than average proportion of this sample that said they did very little reading.

For High Plains, the lack of salience is an especially important factor, as well as usage of some other type of library. Responses from the western slope systems were very high regarding there being little at the library which the individual needed or wanted.

C. Usage of Secondary School and College Libraries

As noted previously, the High Plains system includes a somewhat disproportionate number of students, and the reported usage of both of these types of libraries is correspondingly above average for the region. For secondary school libraries, usage is somewhat higher in the Arkansas Valley and western slope systems also. As will later be suggested by the rating given to local libraries, Arkansas Valley, High Plains and the Western Slope systems may be considered relatively weaker, and this may explain some of the heavier usage of secondary school libraries throughout these areas.

Data given on the mode of usage of secondary school libraries further suggests this hypothesis. Heavier than average usage of the circulation function of secondary school libraries is mentioned in the western slope region. Usage of a secondary school library by a non-student as a parent is mentioned to a greater than average degree by High Plains residents, while using the secondary school library for simply browsing is characteristic of Arkansas Valley users. The relative weakness of the public library in these regions may be causing more usage of other types of libraries.

College libraries are also somewhat more widely used in the High Plains and western slope systems. However, usage of college libraries as a non-student generally requires some college experience, and given the generally lower educational level for the Arkansas Valley areas, fewer residents of that region turn to the college library as an information source.

TABLE I - 5

FREQUENCY OF SECONDARY SCHOOL LIBRARY USAGE AMONG THE GENERAL POPULATION: BY REGIONAL SYSTEM

SECONDARY SCHOOL LIBRARY	STATEWIDE (%)	CENTRAL (%)	PLAINS & PEAKS (%)	ARKANSAS VALLEY (%)	HIGH PLAINS (%)	WESTERN SLOPE (%)
Use less than once a year	83	86	85	85	71	80
Use: 1 - 3/year	2	2	3	-	2	3
4 - 6/year	1	1	1	1	5	1
Monthly	3	2	1	1	3	3
2 - 3/month	3	2	5	4	5	3
More than 3/month	8	7	5	9	14	10
	100	100	100	100	100	100

TABLE I - 6

FREQUENCY OF COLLEGE LIBRARY USAGE AMONG THE GENERAL POPULATION: BY REGIONAL SYSTEM

COLLEGE LIBRARY	STATEWIDE (%)	CENTRAL (%)	PLAINS & PEAKS (%)	ARKANSAS VALLEY (%)	HIGH PLAINS (%)	WESTERN SLOPE (%)
Use less than once a year	85	86	88	92	80	83
Use: 1 - 3/year	5	4	3	2	8	6
4 - 6/year	2	2	5	-	3	2
Monthly	3	3	1	-	3	3
2 - 3/month	1	1	2	-	1	1
More than 3/month	4	4	1	6	5	5
	100	100	100	100	100	100

D. Usage of Special Libraries

As with college libraries, special library usage is far more common among the college-educated, and this factor may help explain the low proportion of Arkansas Valley residents who use this type of library.

In these data, the residents of the Plains and Peaks system appear to be heaviest users of special libraries, while the western slope and High Plains systems are also above average in usage of the type.

TABLE I - 7

FREQUENCY OF SPECIAL LIBRARY USAGE AMONG THE GENERAL POPULATION: BY REGIONAL SYSTEM

SPECIAL LIBRARY	STATEWIDE (%)	CENTRAL (%)	PLAINS & PEAKS (%)	ARKANSAS VALLEY (%)	HIGH PLAINS (%)	WESTERN SLOPE (%)
Use less than once a year	88	88	82	98	81	82
Use: 1 - 3/year	4	4	4	-	10	5
4 - 6/year	2	2	3	-	5	1
Monthly	2	2	2	-	-	6
2 - 3/month	1	1	1	1	3	1
More than 3/month	3	3	8	1	1	5
	100	100	100	100	100	100

II. EVALUATIONS OF LOCAL PUBLIC LIBRARIES

The following section concerns the local public libraries throughout the state and the ratings given them by the individuals they serve.

A. Knowledge of Public Library Service Available

As a preliminary to questioning about the local branch, respondents were first asked if they knew the general location of a public library available to them. Those who replied that they did not were further asked about any nearby public library with which they were familiar and which they could use. The results are shown in Table II - 1.

It may appear odd at first glance that knowledge of the location of the local public library should be lower in the two more metropolitan areas -- the Central and the Plains and Peaks regional system. Actually, the urbanization of these two areas may be the reason. In a more urbanized area the library may not be located along a major thoroughfare, and unless it is in the immediate neighborhood, an urbanite may not pass by. Unless the individual has sought out the library, it may be possible to live in the area several years and not know the location of the local library.

As an additional factor, it is these two areas which have received a greater proportion of the growth in the state and the greatest number of new arrivals, who may not yet be familiar with local services.

TABLE II - 1

KNOWLEDGE OF LOCAL PUBLIC LIBRARY AVAILABILITY
BY REGIONAL SYSTEM

	STATEWIDE (%)	CENTRAL (%)	PLAINS & PEAKS (%)	ARKANSAS VALLEY (%)	HIGH PLAINS (%)	WESTERN SLOPE (%)
Know location	88	86	82	98	96	94
Know of one in area	5	6	7	1	1	2
Do not know of any public library available	7	8	11	1	3	4
	100	100	100	100	100	100

The remaining evaluations of local public library services presented in this section deal only with that portion of the general population familiar with the location of a local public library available to them since those who were unfamiliar would presumably be unable to answer more detailed questions.

B. Distance from the Public Library

Those respondents who knew the location of the local public library were further questioned concerning its distance from their houses, and their subjective judgement as to the difficulty involved in getting there. These data are reported in Table II - 2.

Few respondents who knew the location of a library reported living at any great distance from it. Relatively shorter distances were reported by High Plains or western slope residents, while greater distances were reported among the people of the Arkansas Valley and Plains and Peaks regional systems. Ratings as to the difficulty of getting to the library are also more intense for these two systems.

Since few respondents from the High Plains or western slope systems felt unsure of the location of local public libraries, these data reflect only a small proportion of the total population as being a great distance from library services. There are, to be sure, isolated individuals living in both areas who may not be counted by the census, much less in the current survey. However, residence in or near the numerous small towns and cities of these regions is far more common.

The relatively longer distances reported by residents of the Arkansas Valley and Plains and Peaks systems, and, to a lesser degree, the Central System, may be influenced by the relative lack of knowledge of locations, particularly in the case of Central and Plains and Peaks. Lack of familiarity with available services might make residents of these urbanized areas overestimate the actual distance to these facilities, since judgement might not be based on the "nearest" source of public library services.

Physical distance is considered a secondary barrier to use of public library facilities, as shown in Table I - 4 in the reasons given for non-use. In the Plains and Peaks regional system, and to a lesser extent in the Arkansas Valley system, physical distance plays a relatively greater role, but still a secondary one.

The concept of "distance" needs some enlargement to include the physical aspects, such as transportation and parking, and also some psychological aspects such as how far away the library is from routine local traveling.

TABLE II - 2

PERCEPTIONS OF DISTANCE TO NEAREST PUBLIC LIBRARY, AND EASE OF GETTING THERE: BY REGIONAL SYSTEM

	STATEWIDE (%)	CENTRAL (%)	PLAINS & PEAKS (%)	ARKANSAS VALLEY (%)	HIGH PLAINS (%)	WESTERN SLOPE (%)
ESTIMATE OF DISTANCE TO NEAREST PUBLIC LIBRARY:						
Less than 1 mile	37	33	21	44	48	51
1 - 2 miles	23	25	23	6	21	35
2 - 3 miles	17	20	19	8	17	7
3 - 5 miles	14	15	15	20	13	5
5 - 10 miles	7	6	13	17	-	2
10 - 20 miles	2	1	9	5	-	2
Over 20 miles	*	-	-	-	1	-
	100	100	100	100	100	100
SUBJECTIVE JUDGEMENT ON EASE OF GETTING TO NEAREST PUBLIC LIBRARY:						
Very difficult	3	2	4	3	1	3
Somewhat difficult	8	9	15	10	3	4
Somewhat easy	20	20	25	17	27	10
Very easy	68	67	56	70	69	82
Don't know	1	2	-	-	-	1
	100	100	100	100	100	100

C. Ratings of Local Public Libraries

With reference to the local public libraries which serve them, respondents were asked for their impressions -- based on personal experience or local reputation -- of the overall quality of services available. Table II - 3 presents these "overall" ratings. The upper set of figures in the table represent "base" ratings, or the proportion which responded in each manner. The lower set of figures are adjusted in that they reflect only the judgements of those with an opinion, for easier comparison.

In these data, residents of the Plains and Peaks system generally give their local libraries higher ratings, while higher than average ratings are also given by people of the Central region.

Arkansas Valley ratings are generally lower than average, followed by High Plains, and, lowest of all, the western slope systems.

Some of the reasons behind these overall ratings are more apparent in comparable ratings given to particular aspects of library service. These data are shown in Table II - 4, in adjusted form, i.e., based on the people who had an opinion. The proportion of the total which did not respond is shown in parenthesis at the bottom.

The library staff, generally given a high rating, is rated somewhat higher than average among the Arkansas Valley sample, and lowest among High Plains and the western slope samples. The far more critical opinions of the latter systems are characteristic of the results on almost all of these factors.

Judgements on the particular aspects of library services by residents of the Central region follow the statewide average, usually being slightly higher. This might be anticipated due to the large proportion of the state's residents which live in the region.

For the Plains and Peaks regional system, some aspects are rated significantly higher than the statewide average, including the buildings, children's materials, general selection of materials, and being a good library for students. Below average ratings are apparent for the factor of being "nearby" and "easy to get to", a factor which has been noted earlier in the reasons for non-use and the distance questions.

Arkansas Valley receives higher than average ratings for staff, building, children's selection, procedural ease, interesting collection and convenient hours. Ratings given by High Plains residents are generally more critical, with particular emphasis on student facilities, building, hours and variety of services. These two latter aspects of library services are also rated far below average for the western slope regional systems, along with a collection of interest to the individual, general selection of materials, student facilities and buildings.

TABLE II - 3

OVERALL RATING OF NEAREST PUBLIC LIBRARY
BY REGIONAL SYSTEM

	STATEWIDE (%)	CENTRAL (%)	PLAINS & PEAKS (%)	ARKANSAS VALLEY (%)	HIGH PLAINS (%)	WESTERN SLOPE (%)
BASE RATING:						
Excellent	19	22	30	21	14	4
Very good	33	34	36	30	37	33
Good	23	21	10	30	29	23
Fair	8	7	1	11	10	15
Poor	2	1	3	-	3	5
Don't know	15	15	20	8	7	20
	100	100	100	100	100	100
ADJUSTED RATINGS:						
Excellent	23	26	38	22	15	5
Very good	39	40	45	33	40	41
Good	26	25	12	33	31	29
Fair	10	8	1	12	11	19
Poor	2	1	4	-	3	6
	100	100	100	100	100	100

TABLE II - 4

RATINGS OF NEAREST PUBLIC LIBRARY ON SELECTED FACTORS:
BY REGIONAL SYSTEM

ADJUSTED RATINGS:	STATEWIDE (%)	CENTRAL (%)	PLAINS & PEAKS (%)	ARKANSAS VALLEY (%)	HIGH PLAINS (%)	WESTERN SLOPE (%)
A. Having a courteous and helpful staff						
Excellent	28	31	31	44	15	12
Very good	40	43	45	30	44	39
Good	27	20	23	23	37	40
Fair	4	5	-	3	2	6
Poor	1	1	1	-	2	3
(Non-Response)	(22)	(21)	(25)	(26)	(15)	(28)
B. Having an attractive and comfortable building						
Excellent	27	29	42	43	15	13
Very good	37	45	33	27	33	22
Good	25	22	19	20	31	38
Fair	8	3	5	8	17	16
Poor	3	1	1	2	4	11
(Non-Response)	(12)	(12)	(19)	(0)	(7)	(13)
C. Being nearby and easy to get to						
Excellent	26	30	22	33	18	17
Very good	35	36	25	39	31	38
Good	30	23	40	20	47	40
Fair	7	9	7	4	2	3
Poor	2	2	6	4	2	2
(Non-Response)	(7)	(8)	(10)	(4)	(1)	(7)
D. Having a good selection of material for children						
Excellent	22	20	41	37	11	10
Very good	40	43	31	37	48	32
Good	32	30	26	24	35	45
Fair	5	7	-	1	3	8
Poor	1	-	2	1	3	5
(Non-Response)	(30)	(29)	(42)	(21)	(21)	(40)

(CONTINUED NEXT PAGE)

TABLE II - 4 (Continued)

ADJUSTED RATINGS:	STATEWIDE (%)	CENTRAL (%)	PLAINS & PEAKS (%)	ARKANSAS VALLEY (%)	HIGH PLAINS (%)	WESTERN SLOPE (%)
E. Being easy to use in terms of procedures						
Excellent	18	17	22	33	12	10
Very good	39	46	40	31	32	34
Good	36	29	34	29	53	45
Fair	5	5	4	7	3	7
Poor	2	3	-	-	-	4
(Non-Response)	(25)	(25)	(28)	(27)	(15)	(29)
F. Being a good library for students						
Excellent	19	21	31	26	8	3
Very good	39	42	39	36	37	27
Good	28	27	13	33	36	33
Fair	11	9	12	5	13	20
Poor	3	1	5	-	6	17
(Non-Response)	(24)	(24)	(25)	(24)	(14)	(34)
G. Having a wide selection of materials						
Excellent	19	21	32	19	9	4
Very good	39	38	42	45	47	25
Good	27	27	18	23	30	31
Fair	12	12	4	13	7	33
Poor	3	2	4	-	7	7
(Non-Response)	(22)	(22)	(22)	(21)	(14)	(31)
H. Having a good collection of materials that would interest me						
Excellent	16	17	26	30	7	6
Very good	38	40	45	34	38	27
Good	31	30	19	25	42	36
Fair	9	8	4	8	8	19
Poor	6	5	6	3	5	12
(Non-Response)	(25)	(24)	(27)	(29)	(14)	(33)

(CONTINUED NEXT PAGE)

TABLE II - 4 (continued)

ADJUSTED RATINGS:	STATEWIDE (%)	CENTRAL (%)	PLAINS & PEAKS (%)	ARKANSAS VALLEY (%)	HIGH PLAINS (%)	WESTERN SLOPE (%)
I. Being open during convenient hours						
Excellent	15	17	11	34	1	4
Very good	36	40	32	37	39	25
Good	36	33	40	27	41	43
Fair	10	9	10	1	12	16
Poor	3	1	7	1	7	12
(Non-Response)	(20)	(20)	(29)	(15)	(13)	(26)
J. Offering a variety of services besides lending books						
Excellent	17	19	28	23	9	4
Very good	33	37	28	42	21	22
Good	31	29	29	26	48	26
Fair	12	10	13	9	11	20
Poor	7	5	2	-	11	28
(Non-Response)	(41)	(41)	(47)	(35)	(34)	(46)

D. Judgements on Adequacy of Local Public Library for the Community

Lower than average ratings are also characteristic of the High Plains and western slope systems when evaluating the adequacy of the local public library for the community. Table II - 5 shows these data, in base and adjusted form. Barely a majority of the respondents in these regions would classify their local service as adequate, while about seven out of ten residents in the Central, Plains and Peaks, or Arkansas Valley systems feel their local service is adequate. Respondents who felt their local service was inadequate were asked for suggested improvements. These improvements volunteered were classified, and appear in Table II - 6.

TABLE II - 5

JUDGEMENTS ON ADEQUACY OF LOCAL PUBLIC LIBRARY
BY REGIONAL SYSTEM

	STATEWIDE (%)	CENTRAL (%)	PLAINS & PEAKS (%)	ARKANSAS VALLEY (%)	HIGH PLAINS (%)	WESTERN SLOPE (%)
BASE RESPONSE:						
Adequate	52	55	52	59	49	40
Needs improvement	26	23	22	27	38	35
Don't know	22	22	26	14	13	25
	100	100	100	100	100	100
ADJUSTED RESPONSES:						
Adequate	67	71	70	69	56	53
Needs improvement	33	29	30	31	44	47
	100	100	100	100	100	100

For the Central regional system, comments were general and applied to widening the collection and a general expansion of services. In Plains and Peaks, however, relatively less attention was focused on collections, and more on physical access and additional branches. Data from Arkansas Valley likewise accent physical access, but include more comments for building improvements and broader collections.

For the two areas where the greatest proportions of residents felt the local public library needed improving -- High Plains and the western slope systems -- higher than average proportions mention expansion of collections and building improvements. A number of other, more specific comments are made by respondents in these areas, including improvements in staff and extended hours. All of these proportions are small, but indicate the variety of improvements more frequently mentioned by people in these generally less satisfied regional systems.

TABLE II - 6

SUGGESTIONS FOR IMPROVEMENTS IN LOCAL PUBLIC LIBRARY
(IF FELT INADEQUATE): BY REGIONAL SYSTEMS

	STATEWIDE (%)	CENTRAL (%)	PLAINS & PEAKS (%)	ARKANSAS VALLEY (%)	HIGH PLAINS (%)	WESTERN SLOPE (%)
Generally wider collection	12	13	6	10	15	15
Improve building	5	3	3	8	8	12
General expansion of services	4	4	3	4	5	3
Update materials	3	2	3	5	7	5
Improve references	2	2	1	1	2	4
More branches	2	1	5	5	1	1
Better physical access ...	2	1	9	3	-	-
Better organization	1	2	-	1	1	1
Improve staff	1	1	1	1	3	3
More hours	1	1	1	1	3	4
More for browsers	1	1	-	-	3	1
Procedural suggestion	1	*	1	1	-	2
More for children	*	*	-	1	-	1
Better atmosphere	*	-	-	1	1	1
Improve appointements	*	*	-	-	-	3
Other suggestions	1	2	-	-	4	2
No suggestion.....	2	2	-	-	4	1
Adequate now	52	55	52	59	49	40
Do not know if adequate ..	22	22	26	14	13	25

III. USAGE AND POTENTIAL USAGE OF SELECTED PUBLIC LIBRARY SERVICES

All respondents were asked a series of questions on a number of specific services, some available at practically all public libraries, others at only a few, and still others which were rarely, if ever, available. The basic question was as follows:

> Q. Public libraries offer a number of different services in different areas. I would like to read you a list of services provided by some libraries and ask you whether or not these are available in your area. The first one is _____. Do you know if this service is available at your local library? (IF AVAILABLE:) Have you ever used this service at your local library?

Table III - 1 shows the responses to this question of availability. Remember that the responses given here are a reflection of the peoples' perceptions of availability, rather than the fact of whether or not the service is available. Those services listed in this table are relatively common public library services, but vary greatly in actual availability in local libraries as well as perceived availability. The figures shown in this table represent the total proportion of each area's respondents which felt the service was available locally.

For the Central Colorado regional system, perceptions of the availability of individual services were generally higher than the statewide average, particularly in the case of bibliographies, photocopy facilities, special lectures and music scores. In the Plains and Peaks system, perceptions of most library services remain around the statewide average, with above-average mention of bookmobiles, special lectures, and microreproductions as available. Somewhat lower than average mention is made concerning the availability of story hours for children.

For the Arkansas Valley system, some services are rated below average in availability and others above, but equal approximately the statewide average for all services listed. Those particularly low in perceived availability are inter-library loans and current lectures.

The remaining areas -- High Plains and the western slope systems -- are seen as generally having fewer services available to the public, particularly in the western slope systems. For these

TABLE III - 1

PERCEPTIONS OF THE LOCAL AVAILABILITY OF
RELATIVELY COMMON LIBRARY SERVICES: BY REGIONAL SYSTEMS

	STATEWIDE (%)	CENTRAL (%)	PLAINS & PEAKS (%)	ARKANSAS VALLEY (%)	HIGH PLAINS (%)	WESTERN SLOPE (%)
Lending books and other publications	85	85	86	86	88	80
Reference section to look up particular facts	74	76	72	69	67	68
Lists of materials on a topic and bibliographies..	65	72	58	60	51	60
Back issues of magazines for reference	62	66	61	59	63	50
Bookmobiles that carry a selection of materials ...	54	58	68	55	39	37
Story hours for children..	51	55	37	49	63	41
Films, filmstrips & slides that can be borrowed	49	56	55	46	33	24
Photocopy machines for public use	47	59	41	43	23	16
Obtaining materials for you from other libraries	47	55	40	21	29	50
Phonograph records that can be borrowed	46	51	49	41	40	33
Newspapers from out of state	40	45	40	36	33	23
Meeting rooms for groups..	32	39	29	34	28	10
Books in Braille or talking books	32	38	39	34	24	10
Special programs or lectures on fine arts or current events	30	39	39	16	16	9

(CONTINUED NEXT PAGE)

TABLE III - 1 (continued)

	STATEWIDE (%)	CENTRAL (%)	PLAINS & PEAKS (%)	ARKANSAS VALLEY (%)	HIGH PLAINS (%)	WESTERN SLOPE (%)
Tape recordings, cassettes or tape cartridges	30	38	33	24	13	12
Picture collections for in-home lending	29	33	29	31	30	13
Microreproductions for reference	28	34	38	18	13	10
Music scores	26	33	25	20	9	11
Lists of public speakers...	23	27	28	27	13	9
Film projectors for loaning	22	28	20	26	10	7
Typewriters for public use	21	26	21	24	8	7

two systems, fewer residents report bookmobiles, films or tapes, photocopy machines, lectures, microreproductions, music scores, lists of public speakers, or projectors and typewriters for public use. In most cases, perceived availability of services in the High Plains system is somewhat higher than that in the western slope region, although both areas are far below the statewide average. The residents of the High Plains system do claim the availability of story hours to a greater than average degree. Another service -- picture collections -- is also noted.

Perceived availability of library services in the western slope systems can vary from almost equal to the offerings of the Central system (in the case of interlibrary loan services) to one-fourth (lectures, film projectors meeting rooms). The extremes in availability perceived are drastic.

Table III - 2 shows responses to the second part of the question, pertaining to actual use of any of the services listed. To some extent, these answers reflect the previous data such that the higher proportion of residents who perceived services as available, the higher the proportion that will have used them, and vice versa. From these data, the Central system and the Plains and Peaks system again appear to offer a wider range of services. Central residents also tend to have used the public library's various services to a greater than average degree. In the Plains and Peaks system, bookmobiles and microreproductions are particularly mentioned as used, with less emphasis on story hour services.

TABLE III - 2

REPORTED USAGE OF RELATIVELY COMMON LIBRARY SERVICES:
BY REGIONAL SYSTEMS

	STATEWIDE (%)	CENTRAL (%)	PLAINS & PEAKS (%)	ARKANSAS VALLEY (%)	HIGH PLAINS (%)	WESTERN SLOPE (%)
Lending books and other publications	64	68	58	56	61	57
Reference section to look up particular facts	46	51	52	28	34	42
Lists of materials for reference	35	40	27	28	27	38
Back issues of magazines for reference	31	34	28	32	30	22
Photocopying machines for public use	25	34	18	17	10	8
Obtaining materials for you from other libraries	20	24	13	6	14	23
Bookmobiles that carry a selection of materials....	18	20	28	13	14	8
Phonograph records that can be borrowed	14	16	15	9	11	15
Story hours for children..	14	15	8	13	19	16
Newspapers from out of state	12	13	13	11	10	7
Films, filmstrips and slides that can be borrowed	11	13	11	7	7	8
Microreproductions for reference	7	8	15	1	4	3
Meeting rooms for groups ..	6	7	7	6	7	3
Special programs or lectures on fine arts or current events	6	8	10	2	2	3
Picture collections for in-home lending	5	6	2	7	7	4

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TABLE III - 2 (continued)

	STATEWIDE (%)	CENTRAL (%)	PLAINS & PEAKS (%)	ARKANSAS VALLEY (%)	HIGH PLAINS (%)	WESTERN SLOPE (%)
Music scores	4	5	4	1	2	2
Typewriters for public use	4	5	3	5	1	1
Tape recordings, cassettes or tape cartridges	4	4	6	5	1	3
Film projectors for loaning	3	3	3	6	1	2
Lists of public speakers ..	3	4	6	1	1	1
Books in Braille and talking books	2	1	1	7	1	1

Arkansas Valley residents report lower than average usage of reference services, interlibrary loan and microreproductions. In the High Plains and western slope systems, usage is generally below the statewide average.

Table III - 3 shows the same services, this time rank ordered in terms of the potential usefulness to the individual, the topic of one additional question. The figures given reflect the proportion of the area residents who felt such a service would be useful to the individual, if it were available.

Some care must be used in the interpretation of these responses, particularly in light of the far lower reported usage rates in the preceding tables. Predicting whether or not a given service would be useful is, at best, a difficult task for respondents. However, it does appear that a number of these services are appealing to residents of these various systems.

While there is considerable variation from system to system in terms of availability and usage, there are much smaller overall differences in terms of the potential usefulness of these services. Put another way, interest in the services is common throughout the state, but availability is highly varied.

TABLE III - 3

POTENTIAL USEFULNESS OF RELATIVELY COMMON LIBRARY SERVICES: BY REGIONAL SYSTEM

	STATEWIDE (%)	CENTRAL (%)	PLAINS & PEAKS (%)	ARKANSAS VALLEY (%)	HIGH PLAINS (%)	WESTERN SLOPE (%)
Lending books and other publications	88	88	87	80	92	88
Reference section to look up particular facts	86	85	97	73	90	86
Lists of materials on a topic and bibliographies..	71	74	71	59	68	74
Photocopying machines for public use	69	71	71	65	61	70
Back issues of magazines for reference	67	68	70	56	67	71
Obtaining materials from other libraries	67	70	66	55	60	73
Films, filmstrips and slides that can be borrowed	59	57	67	52	66	65
Bookmobiles that carry a selection of materials ...	59	61	67	55	49	51
Phonographic records that can be borrowed	57	56	61	53	56	66
Tape recordings, cassettes and tape cartridges	54	52	61	53	51	63
Newspapers from out of state	53	53	57	42	49	59
Film projectors for loaning	48	48	52	45	39	57
Story hours for children ..	47	47	42	47	40	61
Lists of public speakers ..	44	43	44	51	43	45
Special programs or lectures on fine arts or current events	44	45	45	39	36	49

(CONTINUED NEXT PAGE)

TABLE III - 3 (continued)

	STATEWIDE (%)	CENTRAL (%)	PLAINS & PEAKS (%)	ARKANSAS VALLEY (%)	HIGH PLAINS (%)	WESTERN SLOPE (%)
Typewriters for public use	43	42	49	36	38	45
Microreproductions for reference	43	45	47	32	32	53
Meeting rooms for groups..	42	41	46	42	37	45
Picture collections for in-home lending	39	40	37	42	36	42
Music scores	33	30	39	34	27	45
Books in Braille and talking books	26	27	28	15	17	32

By comparing two of the preceding tables, use and availability, it is possible to obtain an idea of the use people make of the services they have (or perceive) available. Across all the services, Arkansas Valley makes the least use of available services, while the High Plains and western slope systems have higher proportions of usage as related to availability. Having less, they make more use of what is available.

By comparing Tables III - 1 and III - 3 -- on availability and potential usefulness, it is possible to get an indication of what is wanted versus what is perceived as available, as well as the relative gaps between. In general, the western slope systems are higher in this wanted-available gap, followed by High Plains. The Plains and Peaks system -- with somewhat higher than average perception of services available -- has a larger gap between what is wanted and what is provided than does the Arkansas Valley system, with slightly lower overall perceptions of services available.

In the previous comparison, a tendency was noted for the Arkansas Valley system to make less use of what was available. In the figures in Section I, lower use of public libraries was reported for the region. Part of this lower interest in library services and lower actual usage could be related to education and socio-economic factors. The relationship between educational level and library usage has been noted previously. Libraries, at least in their current form, are perceived as offering less to lower socio-economic groups.

TABLE III - 4

POTENTIAL USEFULNESS OF SELECTED NEW TYPES OF PUBLIC LIBRARY SERVICES: BY REGIONAL SYSTEMS

	STATEWIDE (%)	CENTRAL (%)	PLAINS & PEAKS (%)	ARKANSAS VALLEY (%)	HIGH PLAINS (%)	WESTERN SLOPE (%)
Catalogues of library materials of general interest put in a number of public places besides libraries or mailed to individuals so that it would not be necessary to go down to the library if you wanted to see if they had a particular book	56	58	70	44	42	57
A reference service using cable television so that you could call the library and they could show you a page, map, or whatever you asked on your television screen..	55	61	55	41	46	53
Mail order services so that you could order materials from a library catalogue and return them by mail, postage free	54	58	56	37	36	68
Television rooms in libraries for regular programming and with closed-circuit TV which could show special educational programs or movies	52	55	56	41	38	58
Lending a variety of materials for study, such as games, science demonstrations, small animals, sculpture, or antiques	48	54	44	40	37	47
Libraries using a channel of a cable TV system to talk about new books and services they offer	47	52	47	39	29	50

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TABLE III - 4 (continued)

	STATEWIDE (%)	CENTRAL (%)	PLAINS & PEAKS (%)	ARKANSAS VALLEY (%)	HIGH PLAINS (%)	WESTERN SLOPE (%)
Videotape facilities	38	39	40	34	26	46
A wire service printer, like in a newspaper, television, or radio station that would be available to the public so that you would get news as fast as possible.....	33	35	34	25	37	27
Toys and games for circulation	31	30	28	39	27	38
Having a tickertape for instant stock market information in the library and available to the public	17	18	12	14	21	18

The gap between availability and potential usefulness is generally lowest in the Central system, which might be expected due to the higher-than-average perceptions of service availability and usage.

Table III - 4 gives the potential usefulness of another set of library services, most of which are either not currently available in the state or available in only a few locales. Positive response to some of these new services was high -- higher than for a number of currently existing services. The three new services of highest interest, it should be noted, do not require a visit to the library site.

Across the systems of the state, interest in new services is generally higher in both the Central and western slope regional systems, and, to a lesser extent, in the Plains and Peaks system. General interest in the new services is lower in the Arkansas Valley and High Plains systems.

Part of these differences could be considered due to high current usage and availability -- in Central and Plains and Peaks. Where the service level is generally high, people may be more inclined toward additional services. In the case of the western slope areas, however, higher than average response might be prompted by the relative scarcity of services. Such was not the case for another region with lower than average perceptions of availability -- the High Plains system. Reactions to the new services here ran below average, as was also the case with the Arkansas Valley residents.

IV. ATTITUDES TOWARD LIBRARIES AND THEIR PURPOSES

A. Attitudes Toward Libraries in General

Responses to the numerous opinion questions reported in previous volumes are somewhat consistent from region to region in the state, in that there are no drastic shifts in the overall favorable disposition toward libraries. Minor variations do exist in the relative strengths of these attitudes, and these will be summarized here.

In the Arkansas Valley area, respondents were somewhat more lavish with their praise of library services to children and in their evaluations of the staff. Despite this, a minority of Arkansas Valley residents felt a better selection was available at a bookstore, and that the library had little to offer the average person.

Also in Arkansas Valley there was more agreement -- although still a minority opinion -- that libraries catered to a particular type of people, and that the respondent felt uncomfortable in such an institution. Once again these figures perhaps reflect the lower educational and socio-economic levels in the area, and the special library problem of the region and similar locales in other regions.

Attitudes from High Plains residents generally reflect the average sentiments across the state, with somewhat higher agreement that libraries are old fashioned.

In the western slope region there is a tendency to be "lukewarm" in agreement with the propositions that libraries provide well for children and students as well as the overall impression of staff. Likewise, a minority of western slope residents felt that there was little of interest to the average person and that a better selection was available at a book store. Finally, a higher than average proportion of western slope residents agreed with the statement that libraries were more concerned with books than people.

Attitudes in the remaining systems -- Central and Plains and Peaks -- were generally more favorable than the statewide average.

B. Attitudes on Particular Library Issues

Along with questions on the general attitudes of individuals toward libraries there were two specific questions concerning the

combination of public school and public library and the concept of user fees. The wording for this first question was as follows:

> Q. In some areas of Colorado which are served by only one small public library, the public library could be combined with the public school library so that all materials would be available to both students and adults in the community. Do you feel that this would be a good idea or not?

Responses to this question, by region, are as indicated in Table IV - 1. Agreement is highest in the Central and Plains and Peaks systems, and only slightly lower for the Arkansas Valley system. In these systems, favorable attitudes prevail by a ratio of four- or five-to-one. In the High Plains and western slope regions, the figures are less positive. It is these two parts of Colorado in which many of the "areas of Colorado that are served by only one small public library" exist. Among the regions where such combinations would not be expected to occur, the idea is generally better supported. This may reflect a less-than-personal appraisal of the question. Reactions here may be more of a surface nature, and on the surface the idea is approved.

In the areas where the policy might be instituted, the relatively high opposition, along with the higher proportion of undecided, may reflect greater deliberation on the issue since it is of greater personal interest. Evidently there are a number of questions regarding access, hours, library control and numerous details which would determine opposition or support of such a policy. These would be related to the specific small area in which the combination was considered.

The second question concerning user fees was worded as follows:

> Q. At present, almost all library funds come from federal, state, and local governments - that is, from taxes. Library services are provided to the public free of charge. In your opinion, should libraries continue to provide their services without charge and be supported by taxes or should they charge small fees to the people who use library services and require less tax money?

Responses to this question are reported in Table IV - 2, and reflect general opposition to the concept, which is weaker only in the higher income, High Plains region. As noted before, the concept

TABLE IV - 1

OPINIONS ON IDEA OF COMBINING PUBLIC SCHOOL LIBRARY AND PUBLIC LIBRARY: BY REGIONAL SYSTEM

	STATEWIDE (%)	CENTRAL (%)	PLAINS & PEAKS (%)	ARKANSAS VALLEY (%)	HIGH PLAINS (%)	WESTERN SLOPE (%)
Favor (Good idea)	76	80	81	77	62	62
Oppose (Not good idea)	19	15	16	20	31	27
No opinion	5	5	3	3	7	11
	100	100	100	100	100	100

TABLE IV - 2

OPINIONS OF USER FEES FOR PUBLIC LIBRARIES: BY REGIONAL SYSTEMS

	STATEWIDE (%)	CENTRAL (%)	PLAINS & PEAKS (%)	ARKANSAS VALLEY (%)	HIGH PLAINS (%)	WESTERN SLOPE (%)
SHOULD CONTINUE FREE	78	81	78	80	66	79
SHOULD CHARGE USERS	16	13	18	14	29	15
NO OPINION	6	6	4	6	5	6
	100	100	100	100	100	100

in general is negatively received, but responses were too general in nature to draw specific conclusions. Limited fees on services requiring expensive equipment might have met with less resistance than the general concept.

V. AN ASSESSMENT OF THE INFORMATION NEEDS OF THE PEOPLE OF COLORADO

In previous volumes the responses to the question of information needs has been discussed in terms of the types of information felt wanted by users and non-users of public libraries, students, and non-students. From a regional viewpoint, interest in various topics and usage of the library vary somewhat, and in predictable ways.

There are a large number of factors which may have a greater influence on individual interest than the person's residence. These include such factors as sex, age, number of children, language capabilities and media orientation, status as a student or non-student, educational level, type of occupation, as well as general socio-economic status. Residence may play a role in interests such that the community may vary in the availability of materials to feed an interest. For example, the same individual's interests may vary over a period of a few years' residence in a college town as opposed to a factory town, a farming community or a major city.

Whether a person will use a library to satisfy an interest is likewise dependent on a great number of variables such as previous experience in library usage (generally obtained in the person's formal education), print-media orientation, socio-economic status, salience of the library as a source, as well as the availability of services locally.

Some topics are of great interest to a minority of people, with no appeal for most others. Some topics are widespread in appeal. Topics of general interest -- such as psychology, philosophy, technology and society, lectures on current events and the arts, education, etc., are of far greater interest to the better educated (which generally means higher socio-economic status) or the student. This upper socio-economic bias is also true for stock market reports, general self-improvement, investing money, available schools and courses, ecology, consumer information, and a wide variety of particular topics.

Topics with a wider, more universal following include taxes, legal information, social security, raising pets, the weather, sports, and the practically-orientated how-to-do-it categories.

However, it could be hypothesized that within these categories (which are general in nature) the specific types of information would vary along similar lines. In the general area of games and sports, for example, one individual may seek a book on golf while another might be interested in bowling. A physician's information needs on the topic of taxes, as another example, are surely different from those of a farm hand.

On the basis of regional systems, variations in interest levels offer little usable information. In High Plains, for example, there are college towns as well as farming communities and resort areas. Using the massed information from the region provides an average, but is of little value to the individuals attempting to stock the libraries in these different communities.

As communities differ in their demographic make-up, their economic base, and numerous other factors, the "ideal" combination of materials and services will vary. Each community library must be considered as a separate entity with its own characteristics, and its offerings planned accordingly.

Radio stations are confronted with a similar problem in discharging their legal responsibility to serve the information needs in their broadcast area. This is attempted by a careful analysis of the community in terms of demographic and economic base, coupled with conversations with leaders of various segments of the community and citizens at large. All of this is in an attempt to find out, in as democratic a way as possible, what information nteds can be supplied by the station.

For a particular library to serve a community, a similar method should be employed, in an attempt to match the services and materials to the community at large. For the mill town this may result in a heavy how-to-do-it collection. In a college town, poetry and scholarly topics may be accented. A farming community may find a heavy agricultural collection necessary. Due to ethnic composition of a community, a foreign language collection may be in order. A library serving a retired community might accent talking books or oversized print.

TABLE V - 1

REPORTED FREQUENCY OF SELECTED MEDIA ACTIVITIES:
BY REGIONAL SYSTEMS

	STATEWIDE (%)	CENTRAL (%)	PLAINS & PEAKS (%)	ARKANSAS VALLEY (%)	HIGH PLAINS (%)	WESTERN SLOPE (%)
HOW OFTEN DO YOU...?						
Listen to radio						
Everyday	76	76	75	73	74	72
Almost everyday	8	9	9	6	11	4
Every other day	4	3	6	4	8	5
Once or twice a week	5	6	2	9	6	5
Less than weekly	7	6	8	8	1	14
Watch television						
Everyday	72	68	76	76	72	76
Almost everyday	9	10	8	8	10	5
Every other day	6	6	8	8	3	4
Once or twice a week	9	11	6	7	9	10
Less than weekly	4	5	2	1	6	5
Read a newspaper						
Everyday	67	66	68	78	61	70
Almost everyday	9	10	4	3	14	10
Every other day	5	4	4	5	7	8
Once or twice a week	12	12	15	12	12	8
Less than weekly	7	8	9	2	6	4
Listen to a recording						
Everyday	41	39	48	40	42	44
Almost everyday	9	9	6	7	15	8
Every other day	9	9	7	11	10	10
Once or twice a week	18	21	17	16	12	12
Less than weekly	23	22	22	26	21	26
Read a magazine or periodical						
Everyday	18	17	16	16	22	24
Almost everyday	10	11	10	4	12	14
Every other day	13	15	16	8	7	12
Once or twice a week	34	31	36	39	37	31
Less than weekly	25	26	22	33	22	19

(CONTINUED NEXT PAGE)

TABLE V - 1 (continued)

	STATEWIDE (%)	CENTRAL (%)	PLAINS & PEAKS (%)	ARKANSAS VALLEY (%)	HIGH PLAINS (%)	WESTERN SLOPE (%)
HOW OFTEN DO YOU...?						
Read a book						
Everyday	18	18	25	16	14	24
Almost everyday	7	7	6	4	7	12
Every other day	6	7	4	-	7	7
Once or twice a week	17	20	12	13	13	14
Less than weekly	52	48	53	67	59	43